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Press Release

## **Dr Shuvendu Sen's Book, 'The Fight Against Alzheimer's - How To Prevent, Cure, Care, And Find Hope', Released**

- **Ms Sudeshna Roy, Film Director & Chairperson, State Commission For The Protection Of Child Rights, Film Director & Actor, Mr Kamalashwar Mukherjee, Actors Mr Riddhi Sen & Ms Surangana Bandopadhyay, Engage In A Invigorating Panel Discussion Titled "The Fight Against Alzheimer's" Moderated By Mental Activist & Social Worker, Ms Piya Chakrabarty**

**Kolkata, 15<sup>th</sup> January, 2024:** US based Physician, **Dr Shuvendu Sen's** book, **The Fight Against Alzheimer's - How To Prevent, Cure, Care, And Find Hope**, published by **Rupa Publications**, was released by **Ms Sudeshna Roy, Film Director & Chairperson, State Commission For The Protection Of Child Rights, Mr Kamalashwar Mukherjee, Film Director & Actor, Mr Riddhi Sen, Actor, Ms Surangana Bandopadhyay, Actor and Ms Piya Chakrabarty, Mental Activist & Social Worker.**

The book launch was followed by a panel discussion on **The Fight Against Alzheimer's** involving **Dr Shuvendu Sen** and the guests present, which was moderated by **Ms Piya Chakrabarty, Mental Activist & Social Worker** at Oxford Book Store today.

"How do you anticipate Alzheimer's years before it becomes a disease? How do you prevent it from taking over our brains? How do you take care of an Alzheimer's patient? Who takes care of the caregiver? How do you boost your own memory? - These and many more such concerns and intriguing questions are addressed in this book. It is an emotional and a practical guide for a disease that threatens to be a pandemic in the coming days", said **Dr Shuvendu Sen.**

**Dr Shuvendu Sen, MD**, is a nationally and internationally recognized award-winning physician, author and speaker, for over 20 years. Honoured by the United Nations, American College of Physicians, and recipient of the prestigious Nautilus Award, **Dr Sen's** works have been translated into French, Italian and several other languages. **Dr Sen** has appeared on CNN, PBS and All India Radio among many others. Recently, the Maharashtra Government has made an award - winning documentary based on **Dr Sen's** research and experiences. A prolific writer, **Dr Sen's** works of fiction and nonfiction have been made into films and Documentaries involving national and international reputed film personalities like Anupam Kher, Victor Banerjee, Soumitra Chatterjee, Parambrata Chatterjee, Sudeshna Roy, Oliver Tuthill, Tara Walker, among many others.

**The Fight Against Alzheimer's - How To Prevent, Cure, Care, And Find Hope**, priced at **Rs 495/-** only, will be available in the forthcoming International Kolkata Book Fair and across retail book shops and online platforms.

### **About Dr Shuvendu Sen:**

A physician, writer, and a motivational speaker, **Dr. Shuvendu Sen** is the author of Amazon bestseller **Why Buddha Never Had Alzheimer's: a Holistic Treatment Approach through Meditation, Yoga and the Arts**, (published/marketed by HCL/Simon & Schuster), that received the 2017 Nautilus Award, bestowed previously to His Holiness Dalai Lama, Noble Peace Prize Winner Desmond Tutu, Deepak Chopra, Mariel Hemingway among others. Inaugurated by the Indian Consulate, New York at the First International Yoga Conference, the book has been selected at the American Expo, London/Beijing/Frankfurt Book Fairs and has been recently translated into French by Hachette Foundation and Italian by Terra Nuova Publishers.

As a multi-awarded nationally and internationally respected physician with peer reviewed publications, chapters and Books to his credit, **Dr. Sen** has made notable contributions in the field of academics,



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medicine, and advocacy. Dr. Sen holds a  
previously wrote for the New Jersey

column for the Times of India and  
Voices

Section of The Star-Ledger. His stories, poems, articles have appeared in many prestigious print and online journals/media, including The Daily News, The Star Ledger, The Statesman, Women's Alzheimer's Movement (Online, Founder, Maria Shriver), BBC (UK), Yoga Magazine, Counselor Magazine among others. His previous book titled A Doctor's Diary was selected at the New York South Asian Literary Festival, 2014, and World Book Fair, 2016. Dr Sen is the recipient of the Men of Distinction Award from New York State Senate, the Oscar Edwards Award from the American College of Physicians, and has been thrice nominated for United States Pushcart Award for his columns and other works of fiction.

An invited speaker for United Nations officials, World Parliament of Religions, Toronto, Canada, Indian Consulate, New York, Duke University, Harvard Medical School, City University of New York among many others, Dr Sen has been featured by major television and radio channels nationally and internationally, including WFLA (NBC affiliated), CNN, PBS, CBS, Citizens TV, WRAL, among others.

#### **About Rupa Publications:**

**Rupa Publications** is an Indian publishing company based in New Delhi, with sales centres in Kolkata, Allahabad, Bengaluru, Chennai, Mumbai, Jaipur, Hyderabad and Kathmandu. Rupa Publications was founded in 1936 by Mr D Mehra and Mr RK Mehra in Calcutta. The logo of the company was designed by the film maker Satyajit Ray and he asked for some books as fees for his job. Rupa publishes 150-200 titles annually.

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